## AMENDMENTS TO THE CLAIMS

1. (Previously amended) An improved post for supporting and cushioning a product, the post comprising a base sheet convolutely wound into a hollow tube having two outer facing layers and a middle layer comprising one or more plies and interposed between the outer facing layers to form the post wall, the improvement comprising:

at least one of the plies that forms the middle layer being thicker in at least some areas than the outer facing layers.

- 2. (Previously amended) The post of claim 1 wherein the middle layer comprises embossed paper.
- 3. (Original) The post of claim 2 wherein the embossed paper is dimpled.
- 4. (Original) The post of 2 wherein the embossed paper is embossed on one side only.
- 5. (Currently Amended) The post of claim 2 wherein the base sheet is a single continuous unitary sheet in which only that portion of the continuous sheet that forms the middle layer is embossed.
- 6. (Original) The post of claim 2 wherein the base sheet comprises non-embossed and embossed sheets joined edge to edge in the cross machine direction.
- 7. (Original) The post of claim 1 wherein the post wall has a uniform wall thickness.
- 8. (Original) The post of claim 1 wherein the post wall thickness varies.

- 9. (Original) The post of claim 8 wherein the post wall comprises straight portions and curved portions, and the curved portions are thicker than the straight portions.
- 10. (Previously amended) The post of claim 1 wherein at least part of the middle layer is low density paper.
- 11. (Original) The post of claim 10 wherein the low density paper comprises recycled fiber.
- 12. (Withdrawn) The post of claim 11 wherein the low density paper comprises a low density middle portion sandwiched between smooth liners.
- 13. (Withdrawn) The post of claim 1 wherein the base sheet is formed by laminating one or more second sheets onto a substrate in selected areas such that the base sheet has alternating thicknesses in the cross machine direction.
- 14. (Withdrawn) The post of claim 13 wherein the second sheet is low density paper.
- 15. (Withdrawn) The post of claim 13 wherein the second sheet is embossed paper.
- 16. (Original) The post of claim 1 wherein the post has a substantially L-shaped cross-sectional profile.
- 17. (Original) The post of claim 1 wherein the post has a substantially I-shaped cross-sectional profile.

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- 18. (Original) The post of claim 1 wherein the post has a substantially triangular cross-sectional profile.
- 19. (Original) The post of claim 1 wherein the post has a substantially round cross-sectional profile.
- 20. (Original) The post of claim 1 wherein the post has a substantially angular cross-sectional profile.